

IN THE CLAIMS:

Please amend claims 7, 21 and 29 as follows.

1 – 6. (Canceled)

7. (Currently Amended) A label holder comprising:

a body panel having a front surface, a rear surface, an upper end, and a lower end;

a first clip member extending rearwardly away from said rear surface and including a distal portion and a proximal portion;

a second clip member, spaced from said first clip member, wherein said second clip member includes:

a stem extending rearwardly away from said rear surface said stem including a downwardly oriented portion which extends towards said first clip member proximal portion; and,

at least one arm extending from said stem and disposed adjacent a said distal end of said stem wherein said second clip member at least one arm comprises a downwardly extending arm which extends toward said lower end of said body panel;

wherein said first and said second clip members cooperate to selectively hold between them a projecting portion of an associated shelf and wherein said first clip

member generally defines an L-shape and is connected proximal to said lower end of said body panel; and,

a cover panel connected to said body panel, said cover panel having a front surface, a rear surface, an upper end, and a lower end.

8. (Cancelled)

9. (Original) A label holder as set forth in claim 7, further comprising a hinge for connecting said lower end of said cover panel with said lower end of said body panel.

10. (Original) A label holder as set forth in claim 7, wherein said front surface of said body panel and said rear surface of said cover panel define a pocket therebetween for selectively accommodating an associated label.

11. (Previously Presented) The label holder as set forth in claim 7, wherein said second clip member at least one arm further comprises an upwardly extending arm which extends toward said rear surface of said body panel.

12. (Original) The label holder as set forth in claim 11, wherein said upwardly extending arm is oriented approximately transverse to said rear surface of said body panel.

13. (Original) The label holder as set forth in claim 12, wherein said upwardly extending arm includes a contact end for contacting said rear surface of said body panel thereby limiting upward movement of said stem member.

14. (Cancelled)

15. (Previously Presented) The label holder as set forth in claim 7, wherein said downwardly extending arm includes a contact end for contacting an end of the associated shelf thereby limiting movement of said holder in relation to the associated shelf.

16. (Previously Presented) A holder for a label, said holder comprising:

- a cover panel having a front surface, a rear surface, an upper end, and a lower end;
- a body panel having a front surface, a rear surface, an upper end, and a lower end;
- a clip having a first portion secured to said rear surface of said body panel proximal to said lower end of said body panel, said clip extending rearwardly away from said body panel rear surface;
- a hinge connecting said lower end of said cover panel with said lower end of said body panel;
- a first sign holder mounted to said cover panel; and,

a second sign holder selectively mounted to said cover panel wherein said second sign holder includes a finger positively engaging a ridge of said cover panel.

17. (Original) The label holder as set forth in claim 16, wherein said first sign holder comprises an overhang having a first flexible fin on said cover panel and a second flexible fin on said overhang.

18. (Original) The label holder as set forth in claim 17, wherein said fins each extend more than half the distance between said overhang and said cover panel.

19. (Original) The label holder as set forth in claim 17, wherein said fins are made of a more flexible material than said cover panel.

20. (Cancelled)

21. (Currently Amended) The label holder as set forth in claim ~~20~~ 16, wherein said ridge is directed towards said opening between said overhang and said cover panel.

22. (Cancelled)

23. (Previously Presented) The label holder as set forth in claim 17, wherein said second sign holder is oriented approximately normal to said first sign holder.

24. (Original) The label holder as set forth in claim 17, wherein said second sign holder comprises a first side wall, a second side wall, a first fin, and a second fin.

25. (Original) The label holder as set forth in claim 24, wherein said fins each extend more than half the distance between said side walls and are interleaved.

26. (Original) The label holder as set forth in claim 24, wherein said fins are made of more flexible material than said two side walls.

27. (Original) The label holder set forth in claim 17, wherein said second sign holder comprises a mounting member and a sign gripping member.

28. (Previously Presented) A holder for a label, said holder comprising:
a cover panel having a front surface, a rear surface, an upper end, and a lower end;

a body panel having a front surface, a rear surface, an upper end, and a lower end;

a hinge connecting said lower end of said cover panel with said lower end of said body panel;

said cover panel including a sign gripping member;

a first clip member extending rearwardly away from said rear surface of said body panel;

a second clip member extending rearwardly away from said rear surface of said body panel, said second clip member being spaced from said first clip member, wherein said second clip member is approximately arrow-shaped in cross-section and includes a stem, an upwardly extending arm located adjacent a distal end of said stem, and a downwardly extending arm disposed adjacent said distal end of said stem; and,

wherein said first and second clip members cooperate to selectively hold between them a projecting portion of an associated shelf.

29. (Currently Amended) A label holder comprising:

a rear panel;

a front panel secured to said rear panel along a bottom edge of said front panel;

a first gripping member extending rearwardly from said rear panel for selectively securing the label holder to an associated merchandising shelf;

a second gripping member extending rearwardly from said rear panel, said second gripping member being spaced from said first gripping member, wherein said first and second gripping members are of one piece with a first portion of said rear panel, wherein said second gripping member comprises:

a stem, and

at least one arm extending from said stem wherein said at least one arm extends downwardly from said stem; and,

wherein said first gripping member cooperates with said rear panel to form a pocket and said second gripping member is located entirely in said pocket.

30-34. (Cancelled)

35. (Previously Presented) The label holder of claim 29, wherein said first and second gripping members cooperate to hold a portion of the associated merchandising shelf between them.

36. (Original) The label holder of claim 29, wherein said first gripping member comprises:

a first portion oriented generally perpendicular to said rear panel;

a second portion connected to said first portion and oriented generally parallel to said rear panel;

a third portion, connected to said second portion and extending towards said rear panel;

a fourth portion, connected to said third portion and oriented generally parallel to said rear panel; and,

a fifth portion, connected to said fourth portion and oriented generally perpendicular to said rear panel.

37. (Cancelled)

38. (Original) The label holder of claim 29, wherein said front panel comprises a transparent material.

39. (Original) The label holder of claim 38, wherein said front and rear panels cooperate to hold an associated merchandising label between them, the associated merchandising label being selectively removable from the label holder.

40-42. (Canceled)

43. (Previously Presented) The label holder of claim 54 further comprising a second sign holder selectively securable to a portion of said front panel.

44. (Previously Presented) The label holder of claim 54 wherein said first sign holder comprises an overhang connected to said front panel, a first flexible fin located on said cover panel and a second flexible fin located on said overhang.

45. (Previously Presented) The label holder of claim 44 wherein said fins each extend more than half the distance between said overhang and said cover panel.

46. (Previously Presented) The label holder of claim 29 further comprising a ridge on said cover panel.

47. (Previously Presented) A label holder comprising:

a body panel including a rear surface;

a first clip member extending away from said rear surface;

a second clip member extending away from said rear surface, wherein said second clip member is approximately arrow-shaped in cross-section and comprises:

a stem, and

a head including a first arm and a second arm, said arms being angled in relation to each other wherein said first and second clips are spaced from each other and define a pocket between them; and,

a cover panel connected to said body panel.

48. (Previously Presented) The label holder of claim 47 wherein said first clip member comprises a first portion which extends approximately parallel to said second clip member stem.

49. (Previously Presented) The label holder of claim 48 wherein said first clip member further comprises a second portion which extends approximately normal to said first portion.

50. (Previously Presented) The label holder of claim 49 wherein said first clip second portion includes a section that is aligned with and spaced from a tip of said second clip head.

51. (Previously Presented) The label holder of claim 49 wherein said first clip second portion and said second clip cooperate to define a throat leading to said pocket.

52. (Previously Presented) The label holder of claim 47 wherein said first clip includes a first portion located beneath said second clip, a second portion coplanar with and spaced from a distal end of said second clip and a third portion located above said second clip.

53. (Previously Presented) The label holder of claim 52 wherein said first clip further includes a fourth portion located above said third portion and extending at an angle thereto.

54. (Previously Presented) The label holder of claim 29 further comprising a first sign holder, said first sign holder being located on said front panel.

55. (Previously Presented) The label holder of claim 29 wherein said at least one arm is located adjacent a distal end of said stem.

56. (Cancelled)

57. (Previously Presented) The label holder of claim 29 said second gripping member comprises two arms.